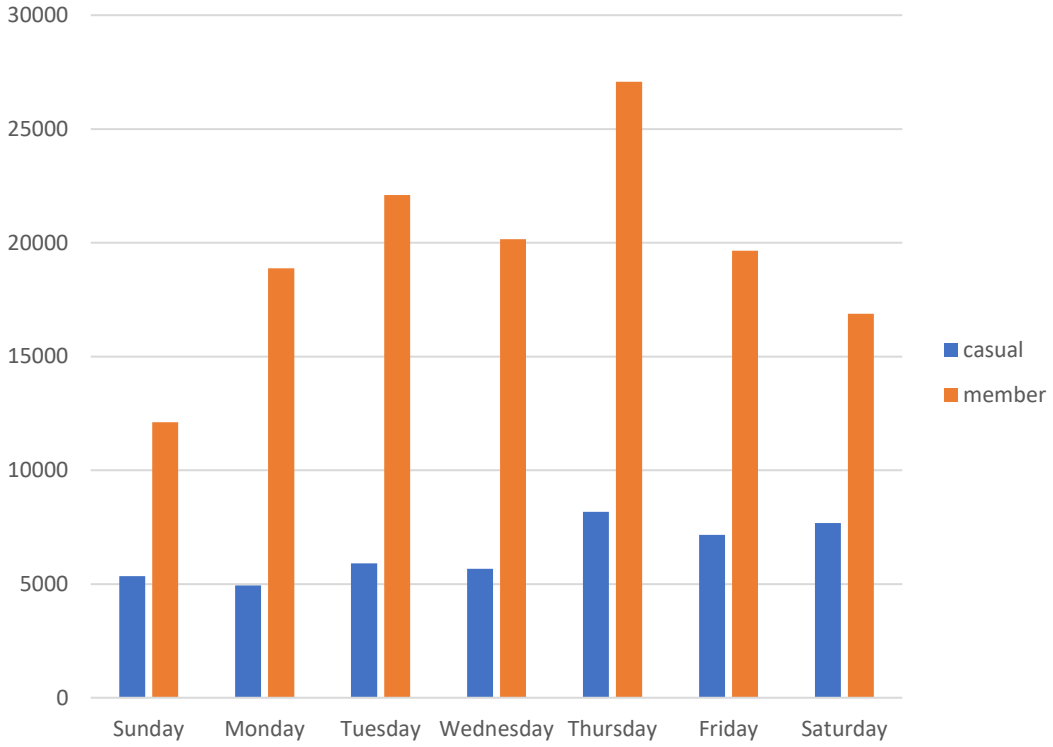
Project -How Does a Bike-Share Navigate Speedy Success? (Google Data Analytics project)

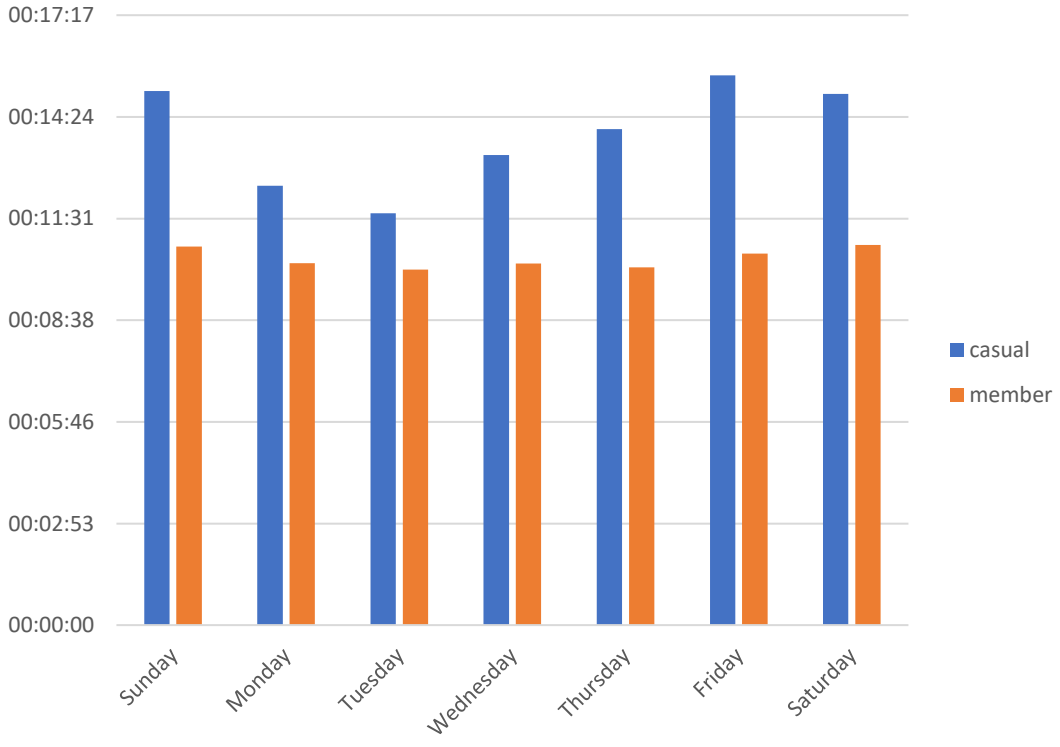
Scenario- I am a junior data analyst working in the marketing analyst team at Cyclistic, a bike-share company in Chicago. The director of marketing believes the company's future success depends on maximizing the number of annual memberships. Therefore, my team wants to understand how casual riders and annual members use Cyclistic bikes differently.

Month – Dec
Year- 2022

Ride id vs day of week

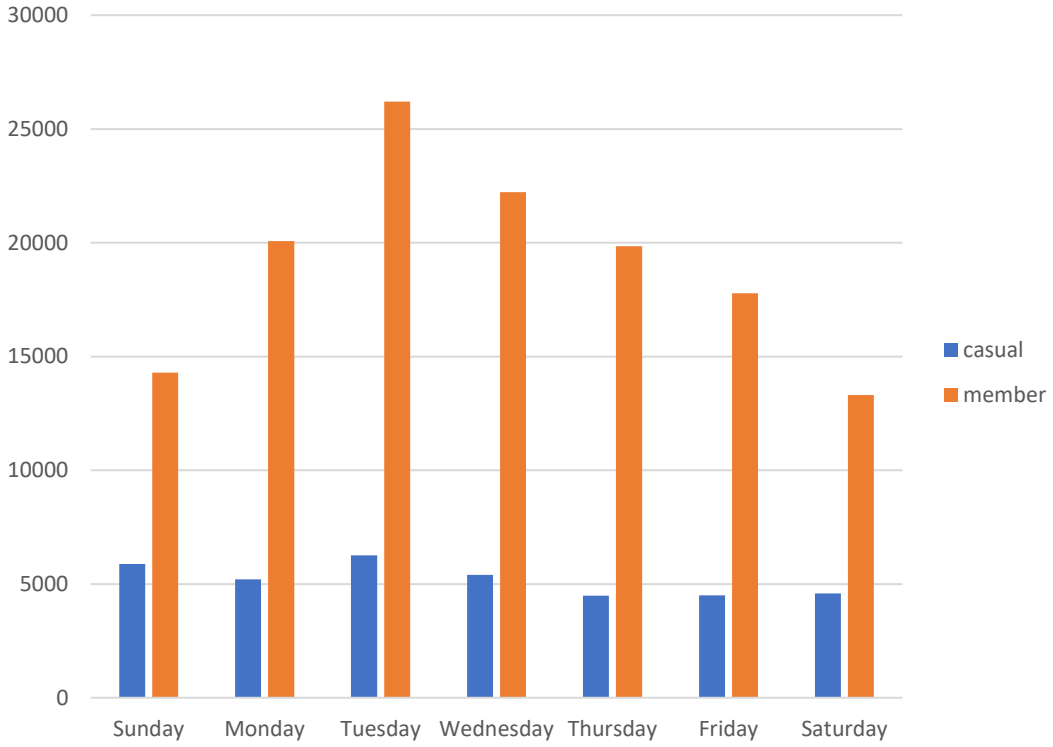


Trip duration vs day of week

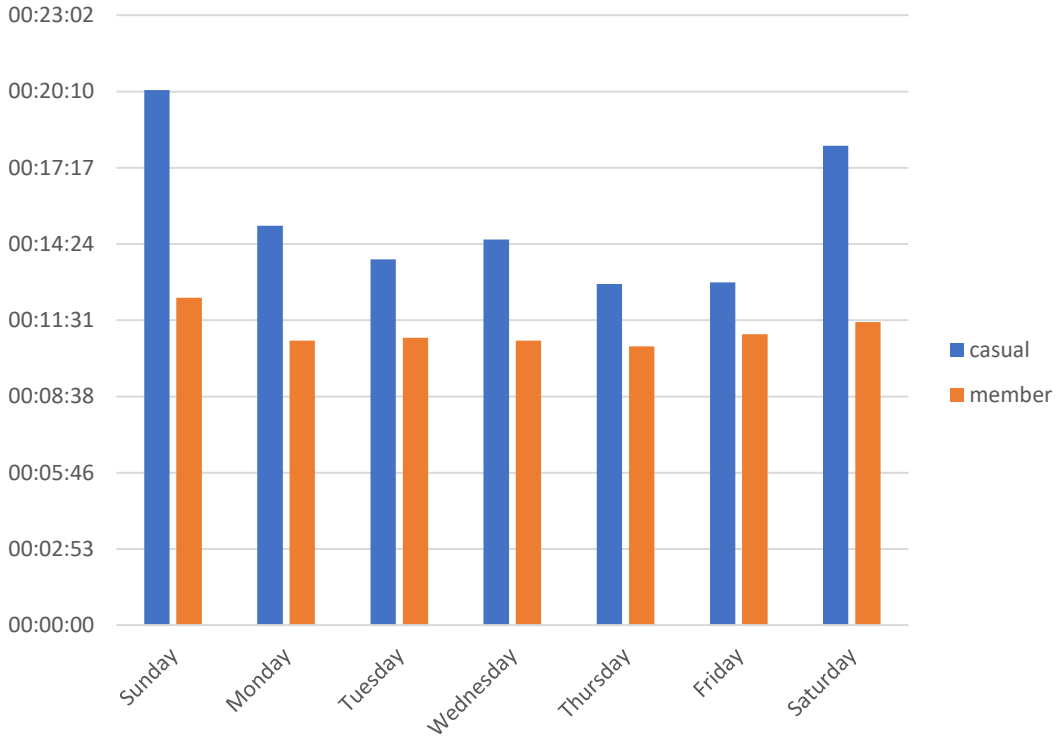


Month- Jan
year- 2023

Ride id vs Day of week

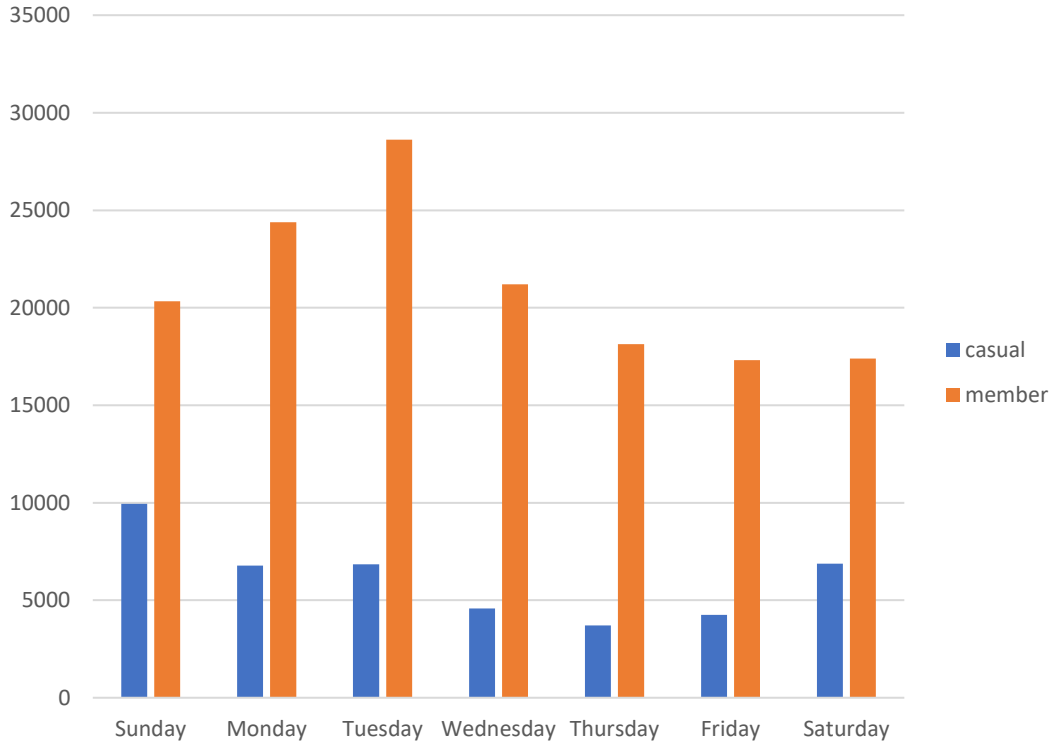


Trip dur vs Day of week

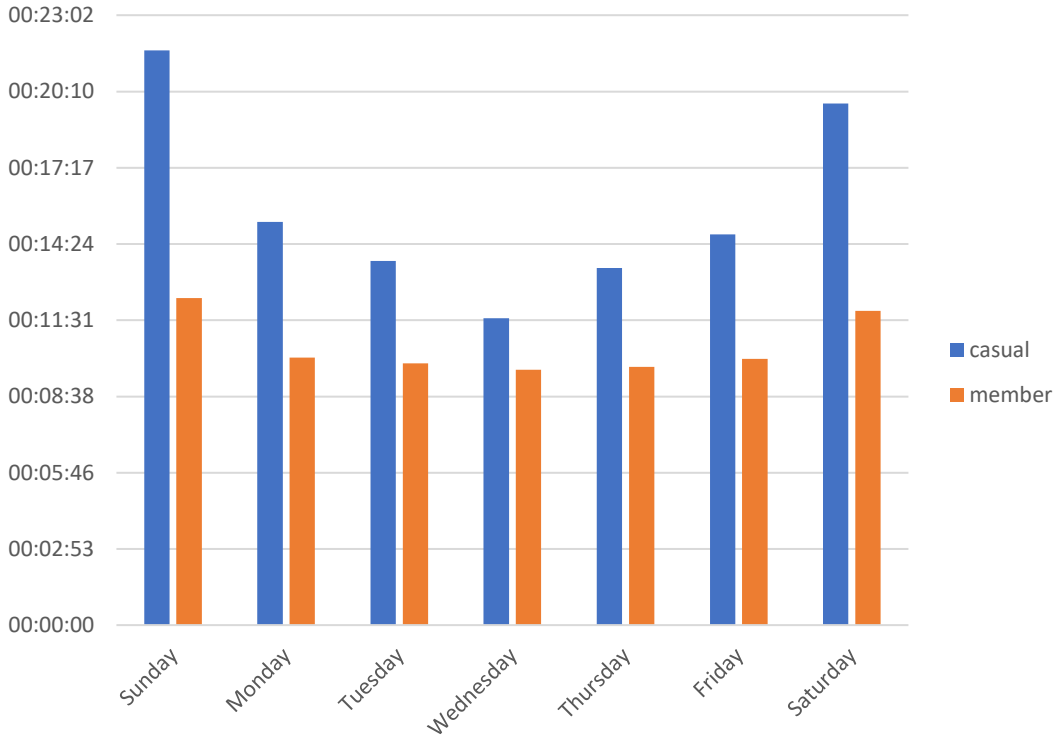


Month- Feb
Year - 2023

Ride id vs day of week

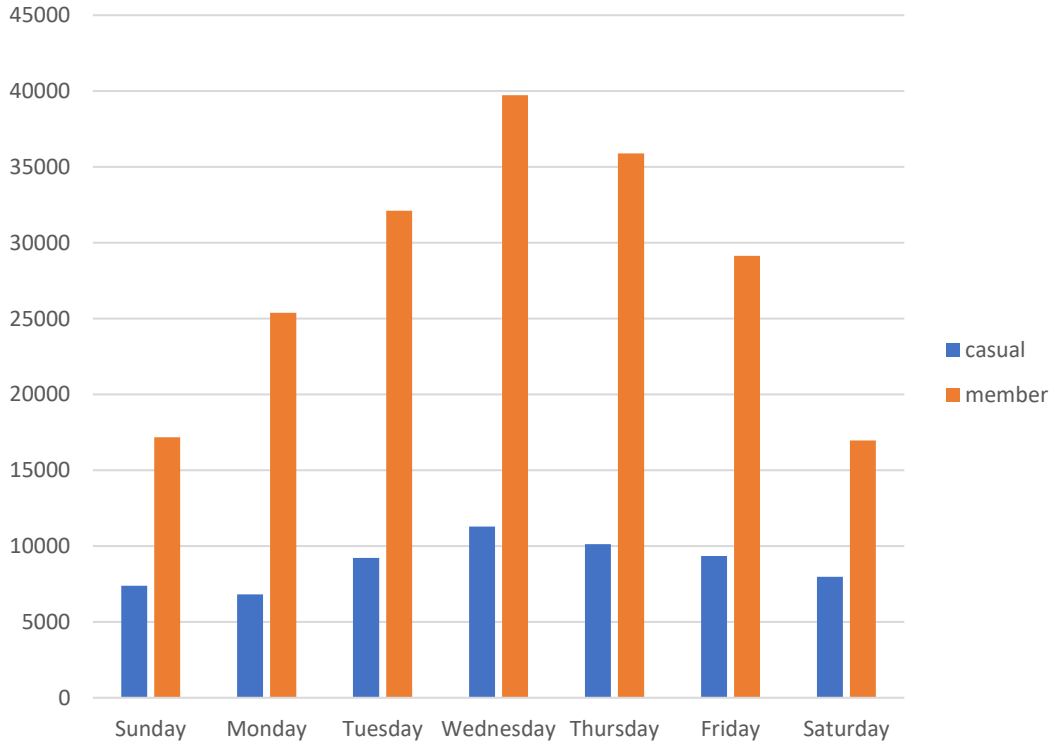


Trip dur day of week

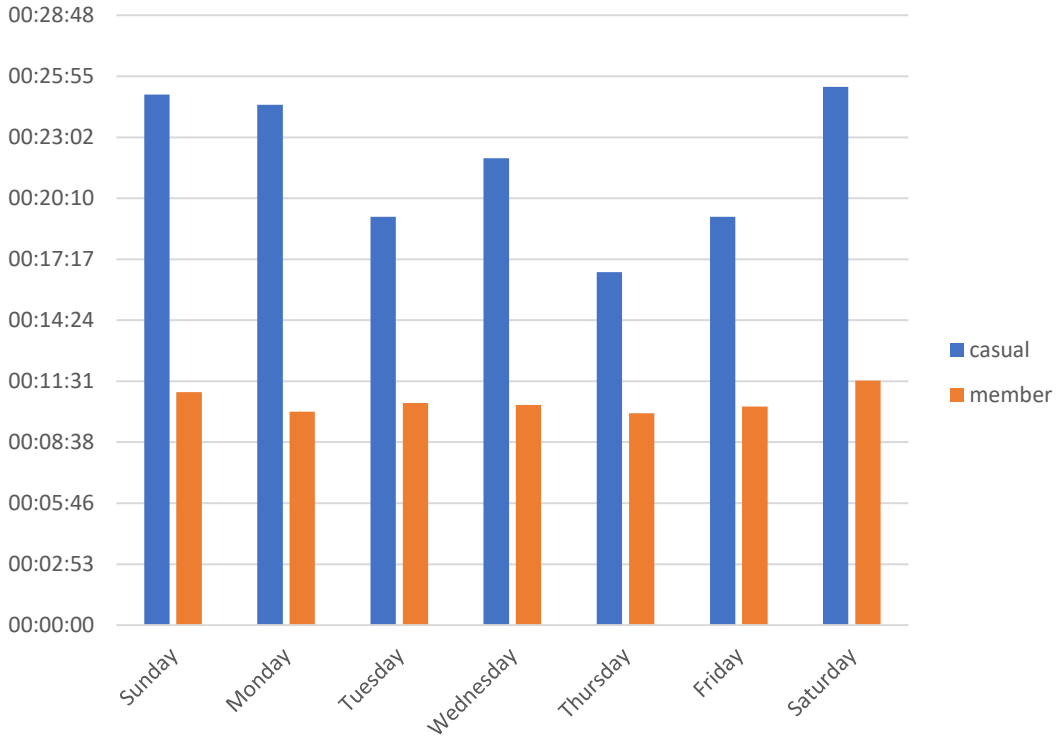


Month- mar
Year - 2023

Ride id vs day of week

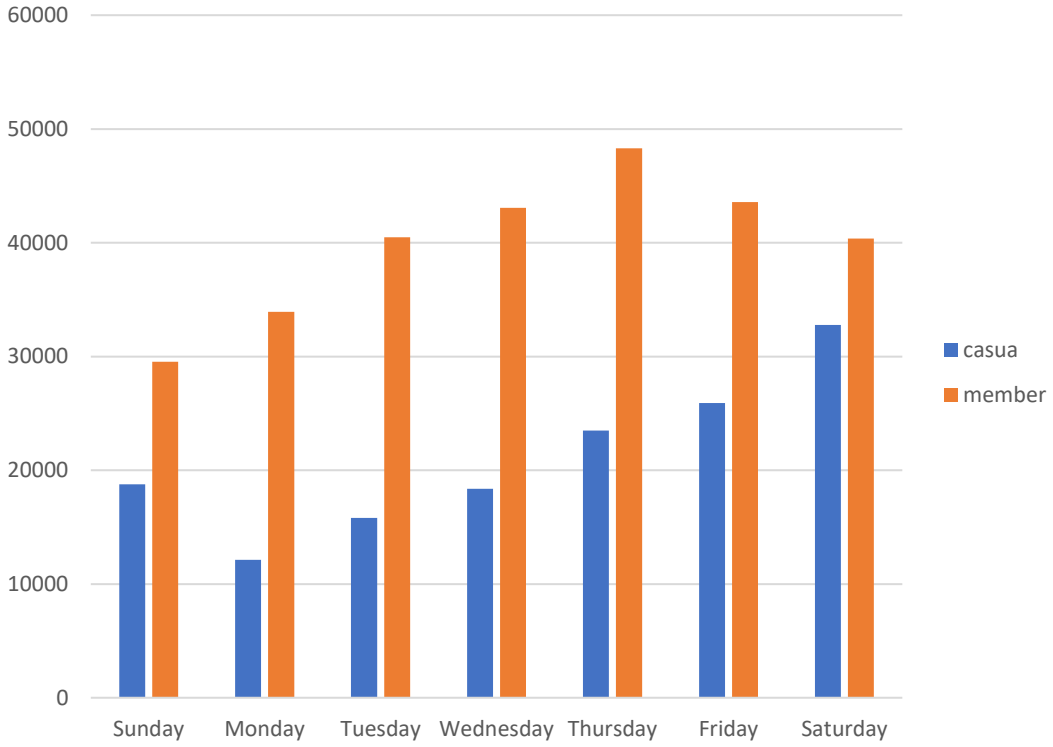


Trip dur vs day of week

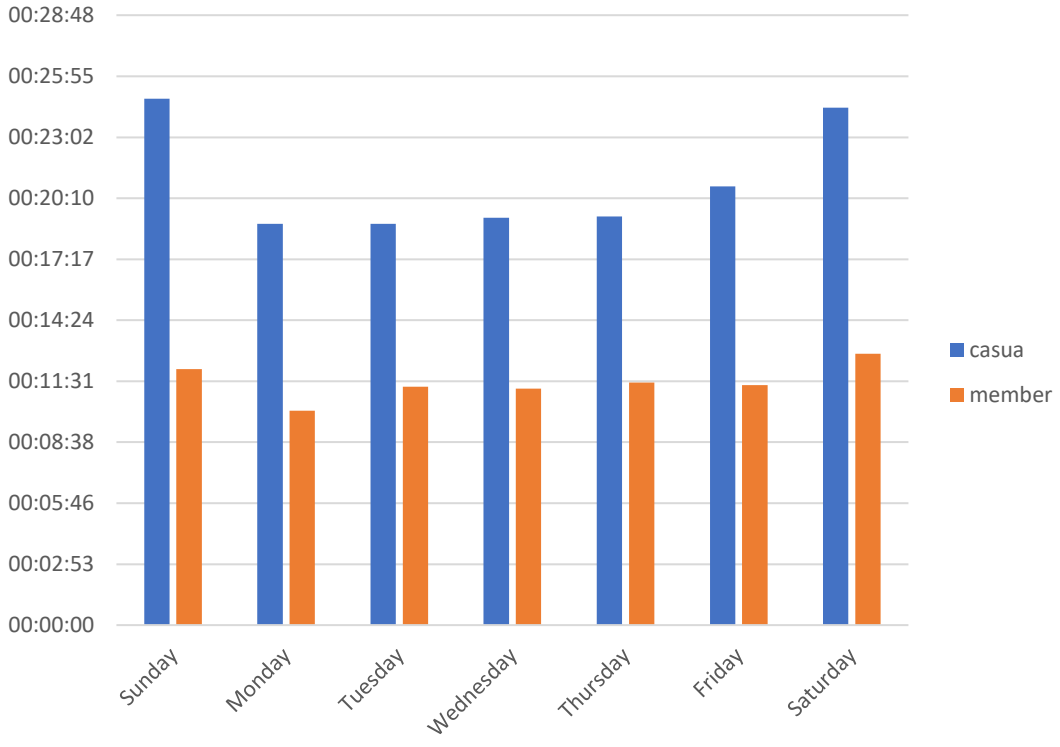


Month – Apr
Year- 2023

Ride id vs day of week

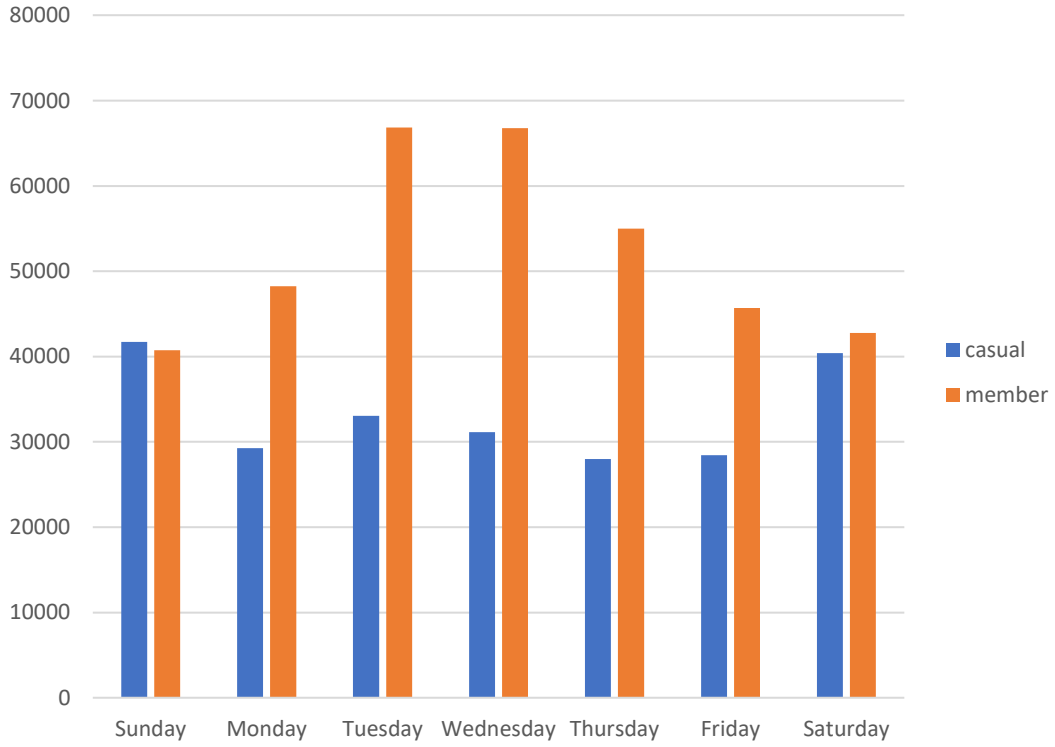


Trip dur vs day of week

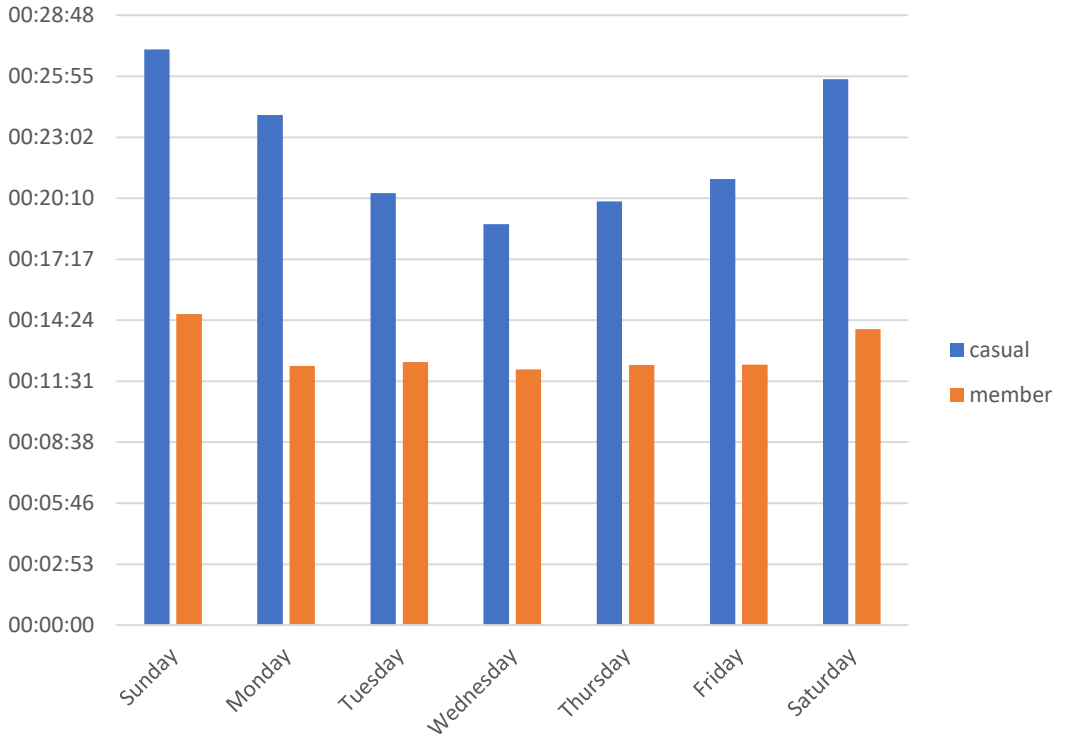


Month – may
Year - 2023

Ride id vs day of week

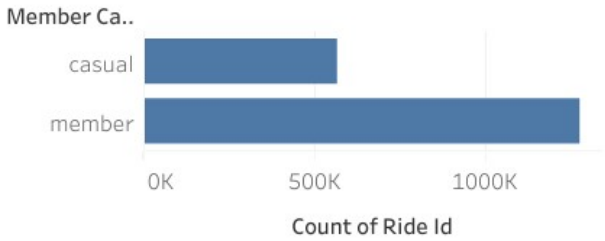


Trip dur vs day of week

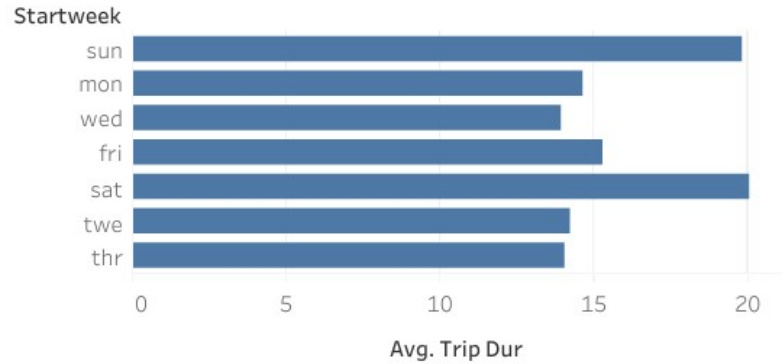


overall report Dec2022- May2023

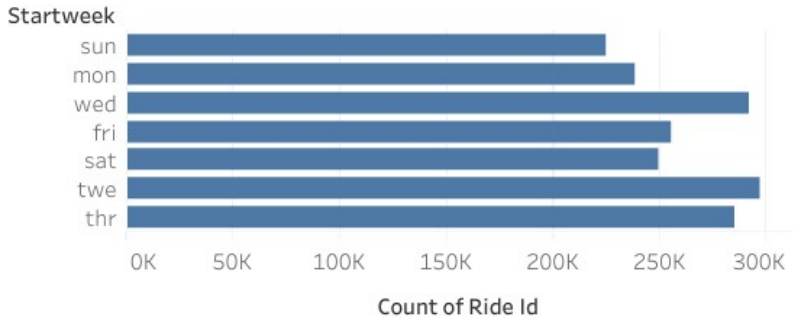
member casual



Average trip duration



member casual vs ride id



https://public.tableau.com/app/profile/saurav.gupta4316/viz/cyclitic2023/Dashboard2

Conclusion – 1) On the weekend, number of casual members are high.
2) On the weekend number Trip duration means ride length are long.
3) Members ride length are shorter and the number of Members are high.